



AKIS in action

Powering up advisors knowledge
through peer exchange



The Netherlands
Community/ies of Practices
National Accelerating knowledge flowing
Topical
Cross Country (5 themes)



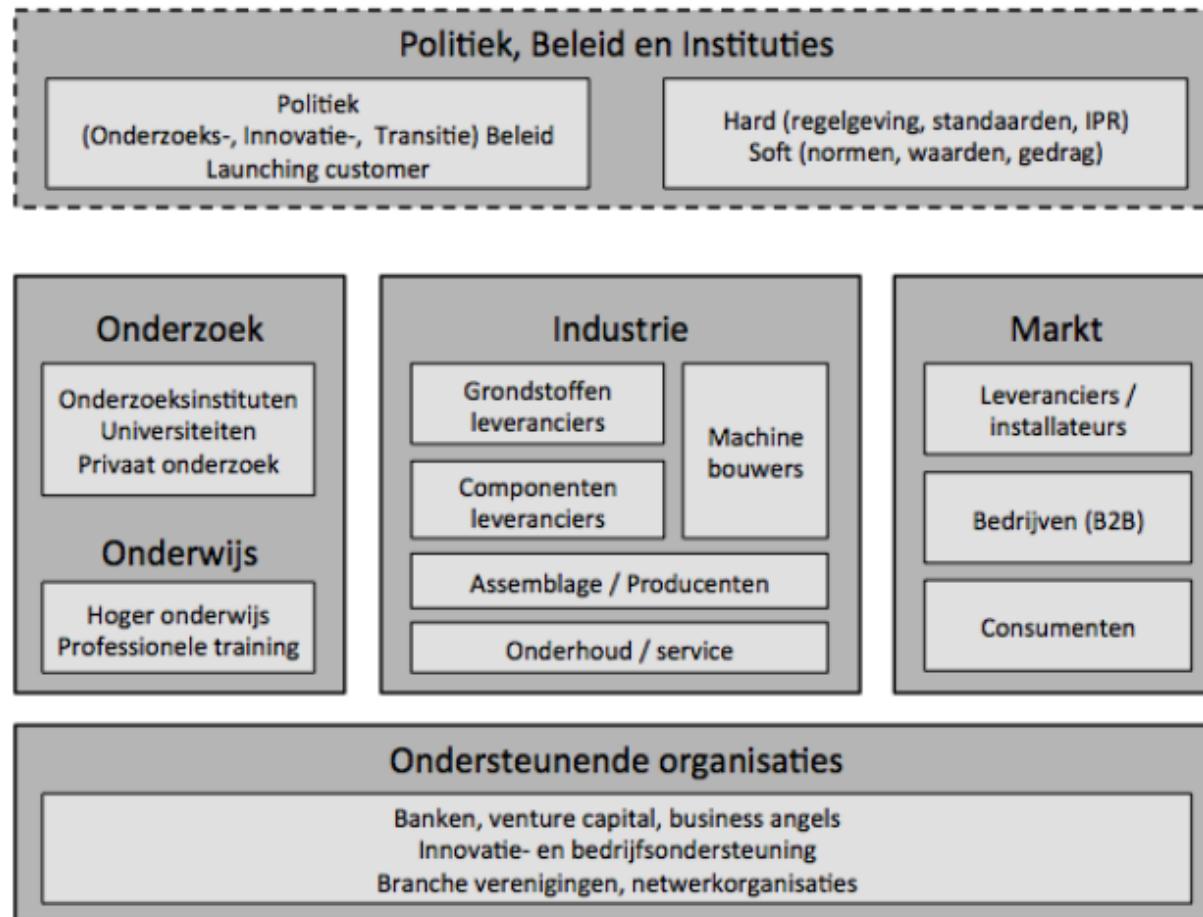
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Jeroen Nagel, Paul Daniels,
October 24th 2024



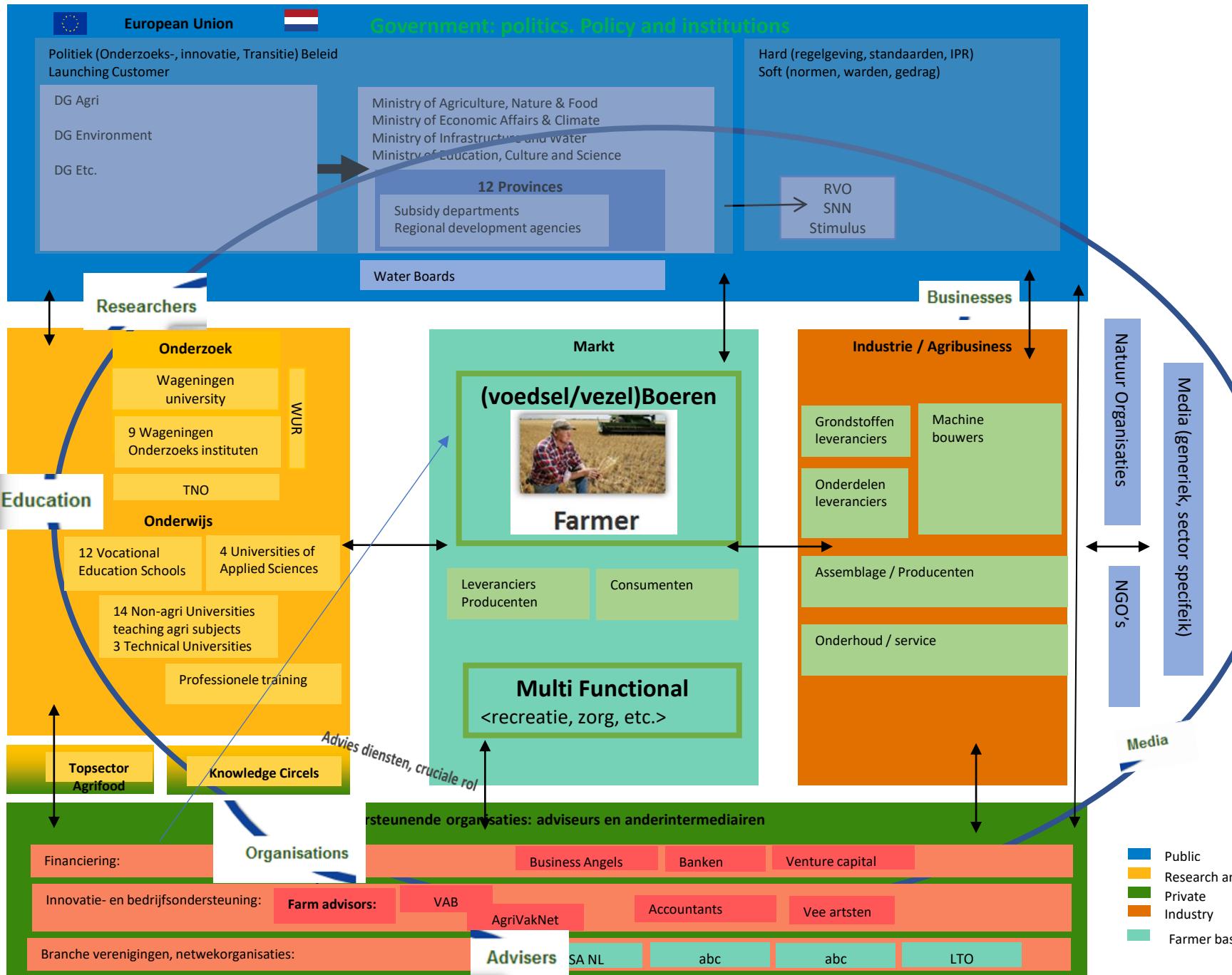


National Innovation System

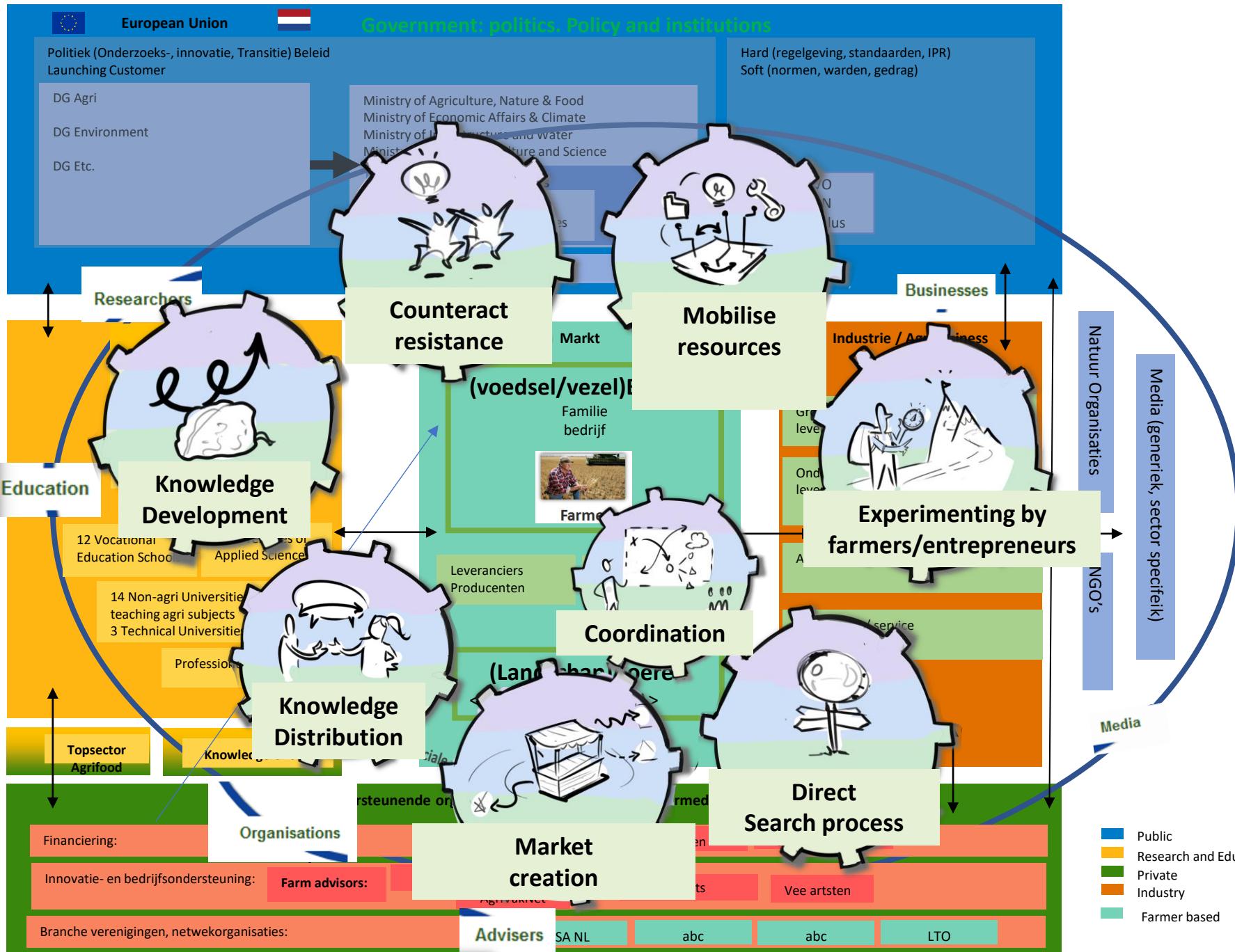


Figuur 3 Het innovatiesysteem behorende bij een bepaalde technologie. Als dit systeem zo optimaal mogelijk functioneert, wordt de kans op innovaties en deze succesvol naar de markt te brengen vergroot. Aan de hand van zeven functies kan getoetst worden hoe dit systeem er voor staat.(Hekkert en Ossenbaard, 2010¹³)

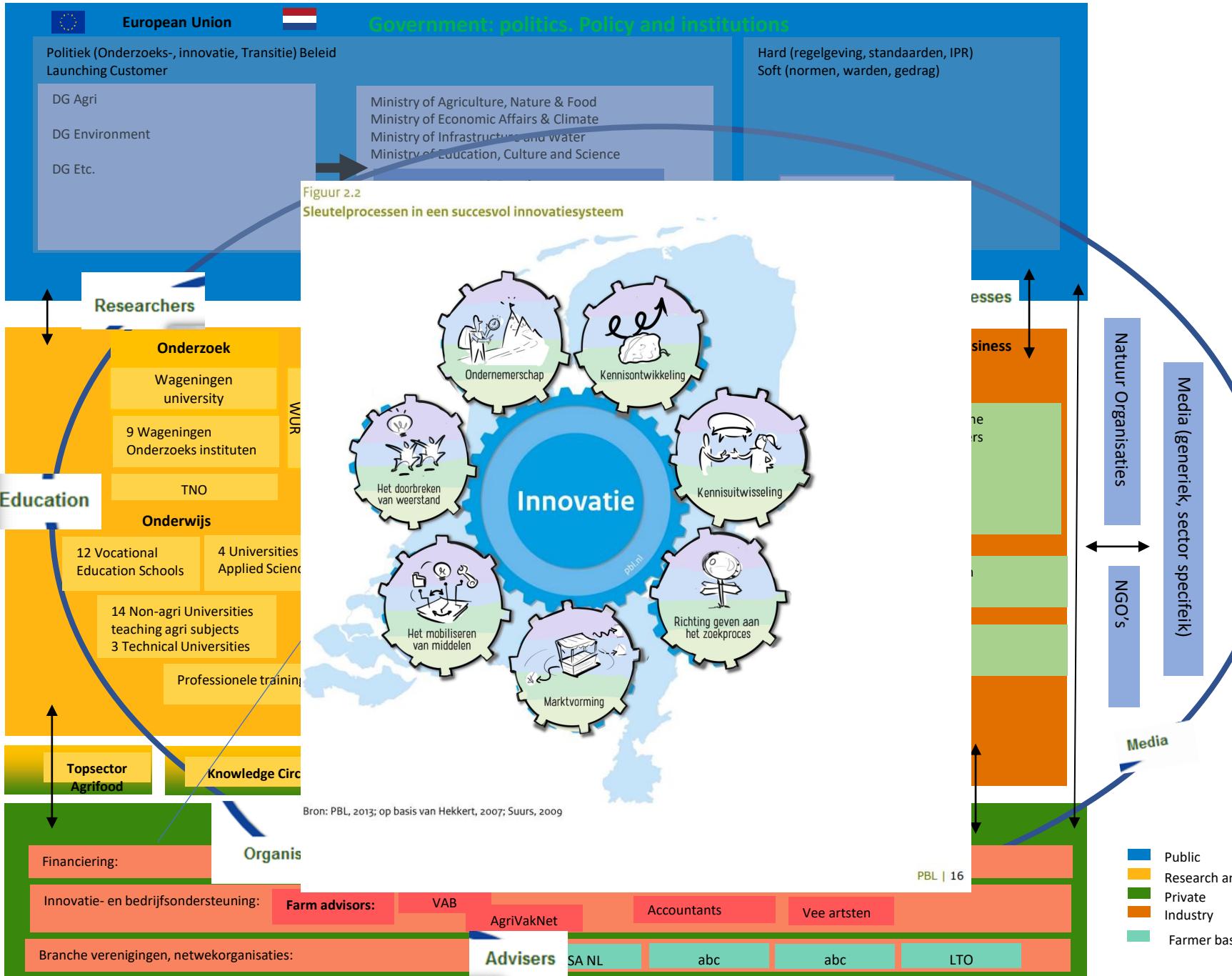
Five actor groups / actors : Agricultural Knowledge Innovation System Netherlands



Key Functions for a successful (Mission oriented) Innovation System



Innovation Engine

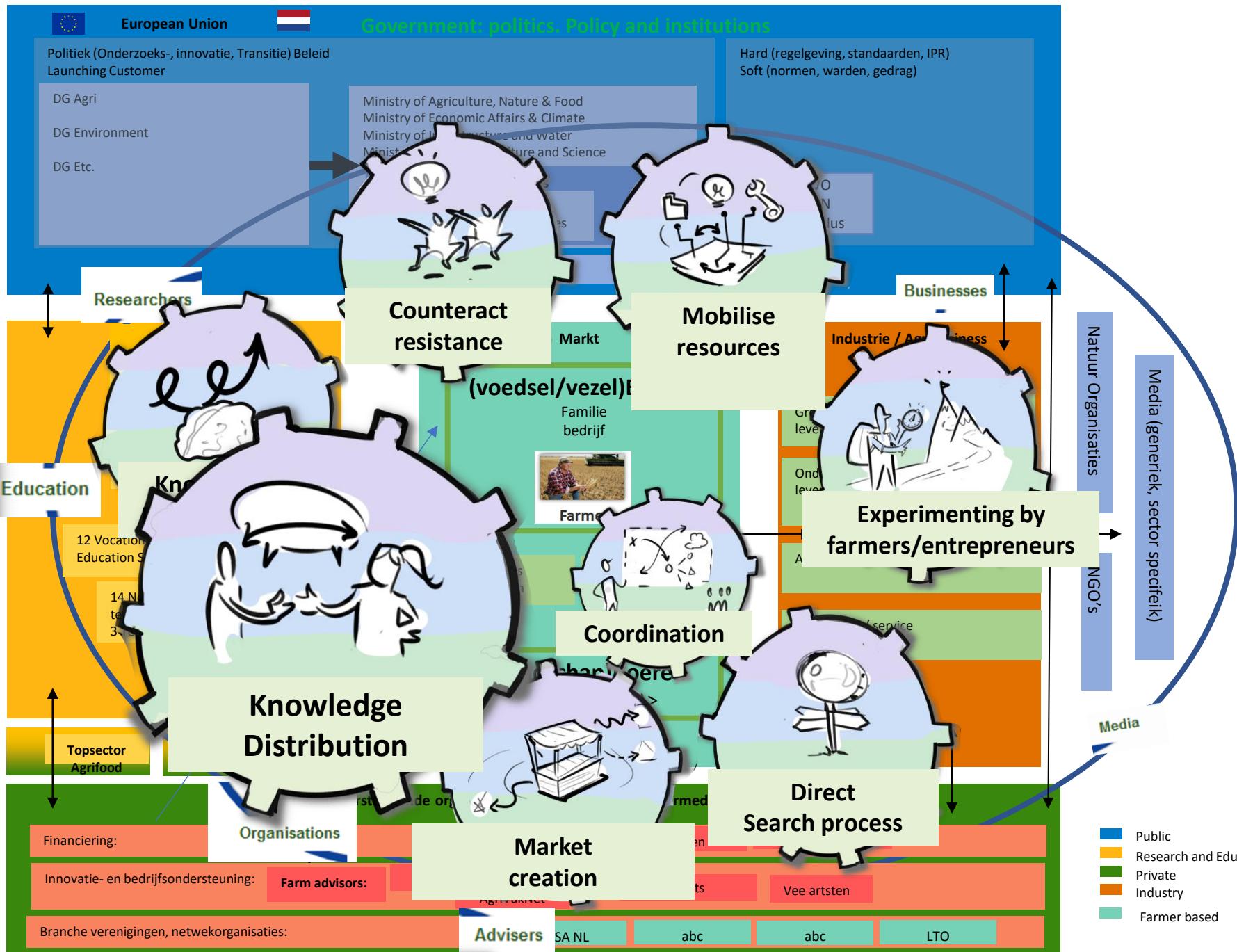


Main challenges

1. AKIS in the Netherlands is highly fragmented (SWOT, 2019).
 1. There are many actors within the AKIS that have few mutual connections.
 2. Knowledge does not flow efficiently, parties are unaware of each other's projects, and the same innovations are being developed in different places.
 3. Crucial knowledge and innovations do not always reach all relevant parties.
2. The developed knowledge needs to be applied more quickly. Therefore it's important to connect knowledge and offering it to practitioners in an accessible, easily searchable, way.
3. Advisors are indispensable in a well-functioning AKIS. The agricultural advisory landscape in the Netherlands is highly fragmented but distinguishes itself from other European countries by having a relatively high level of knowledge, being innovative, operating in a complex environment, and being connected to the research and education sectors. However, it remains separated.
 1. A specific issue concerns the impartiality of the advisor. The quality assurance and independence/impartiality of advisors are regulated in the Business Advisory System (BAS).
 2. It is also important to involve dependent or commercial advisors. They are often an important source of information for farmers.



Key Functions for a successful (Mission oriented) Innovation System



Modernising the Dutch Agricultural Knowledge and Innovation System

by strengthening and connecting
Communities of Practices

cbCommunity(s) of Practice

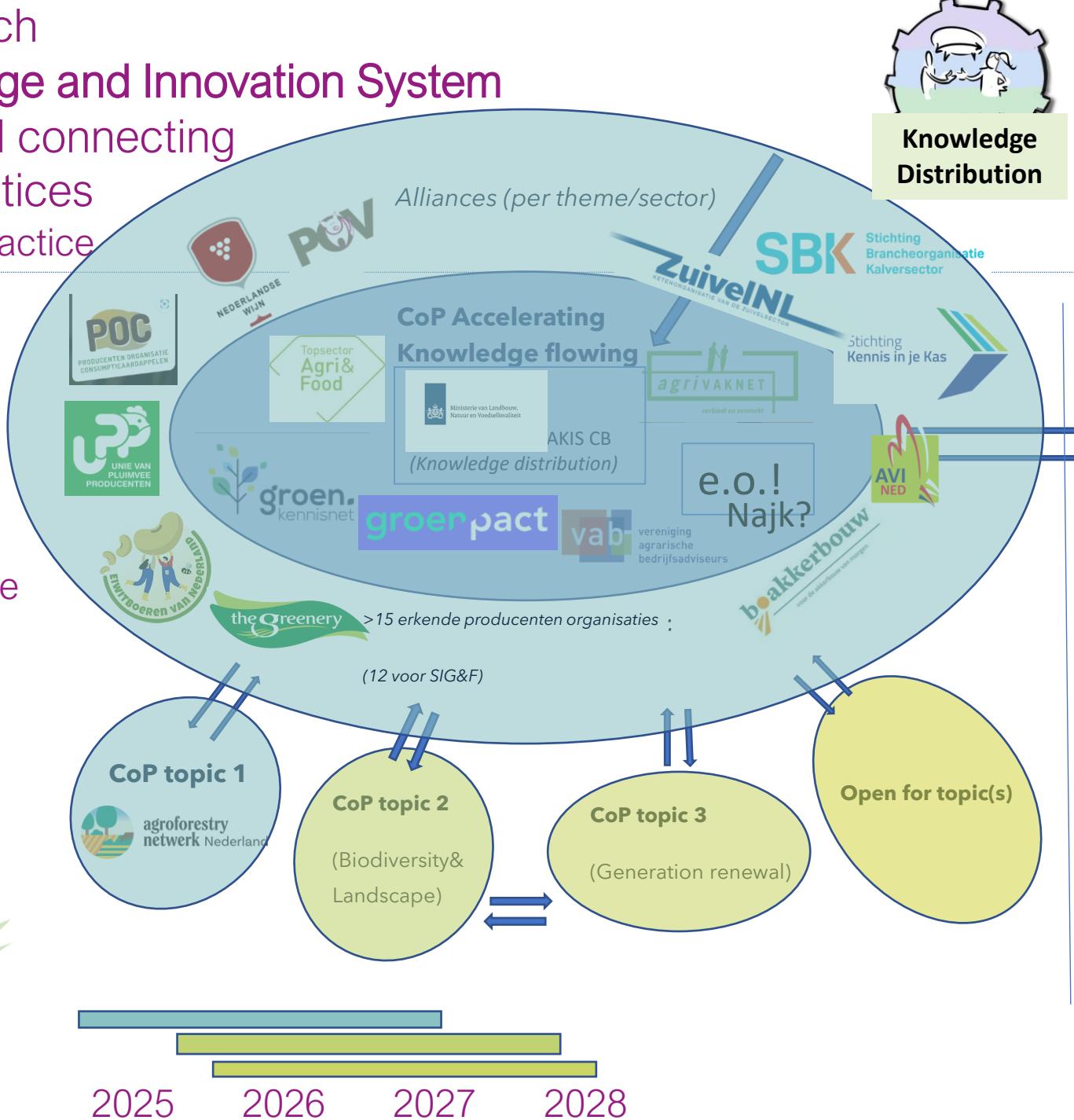
General AKIS perspective

Topical
Community(s) of Practice

Specific parts of AKIS

Note:
topics tbd
(based on Multi Criteria Analysis)

modernAKIS | Presentation



Corporation of CoPs

ccCommunities of Practice

1. Coordination Bodies,
policy makers

(knowledge flows/exchange. Nov 8 '23)

2. Advisors Online, Nov 17th '23

In person, Madrid, April '24



3. Connect
and practice

Synergy Days 2024
The Synergy Days is the most important conference connecting the digital innovators of the European agri-food sector.
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Building onto the legacy of the SmartAgriHubs project, the Synergy Days offers a space for the community to meet, debate and exchange knowledge and ideas. The Synergy Days is a platform for connecting together EU projects, policy-makers, European and Digital Innovation Hubs, Farmers and more.

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Current National CoP members



AKIS CB &
Knowledge distribution



Groen Kennisnet (Green KnowledgeNet): a platform that provides access to reliable knowledge and research in the green sector. It serves as a knowledge hub for agriculture, nature, food, and the living environment, offering valuable resources to students, professionals, and researchers. All EIP, LEADER, Knowledge projects are published @GKN.



AgriVaknet: AgriVaknet is a professional network for agricultural consultants, focusing on enhancing the expertise and professional development of advisors working in the agricultural sector through training and collaboration.



TKI AgriFood: The Top Consortium for Knowledge and Innovation stimulates innovation. It brings together research institutions, businesses, and the government to collaborate on innovative solutions for sustainable food production and agribusiness. It is public private financed.



Groenpact: aiming at promoting collaboration between education, research, and the green sector. Its goal is to strengthen the link between green education and the labor market, ensuring that the skills taught meet the demands of modern agricultural and environmental industries.



Vab: the professional association for agricultural business advisors in the Netherlands. It represents a network of certified, high-quality advisors who assist agricultural entrepreneurs with strategic decisions and business optimization.

Potential new members



DAW (Deltaplan Agrarisch Waterbeheer): DAW assists farmers in managing soil and water more effectively, offering practical solutions, knowledge, and financial support to improve agricultural water management. It collaborates with farmers, water boards, and government bodies to implement projects that ensure sufficient, clean water and healthy soil for the future. DAW also provides on-farm advice through demonstration farms and long-term consultancy services, helping farmers address specific challenges in their local environments.



NAJK (Nederlands Agrarisch Jongeren Kontakt): NAJK advocates for the interests of young agricultural professionals in the Netherlands and at the EU level. It also focuses on fostering personal growth and better entrepreneurship among young people in the sector. NAJK helps develop confident and capable young entrepreneurs who are well-prepared to become the future leaders of agriculture.



Association Agricultural
Business Advisors (VAB)

Getting Dutch advisors on
board in the
Communities of Practise

vereniging agrarische bedrijfsadviseurs

... after 30 years of privatisation ...



Dutch advisory system differs a lot from most other European countries

- very fragmented
- complex environment
- competition drives innovation
 - high expertise level brings possible quality in education
- in practise (advisors) excellerated by competition.
- no public advisory services!

The grass always seems greener on the other side of the fence

A wide-angle photograph of a large herd of cows grazing in a vast, green pasture. The cows are mostly black and white, and they stretch across the frame. The sky above is a clear, pale blue with no visible clouds.



VAB

Founded in 1997

Derived from VLB (agro accountant organisations)

- for stronger network
- broader expertise fields

Almost 650 members (55% registered in BAS)

Mission

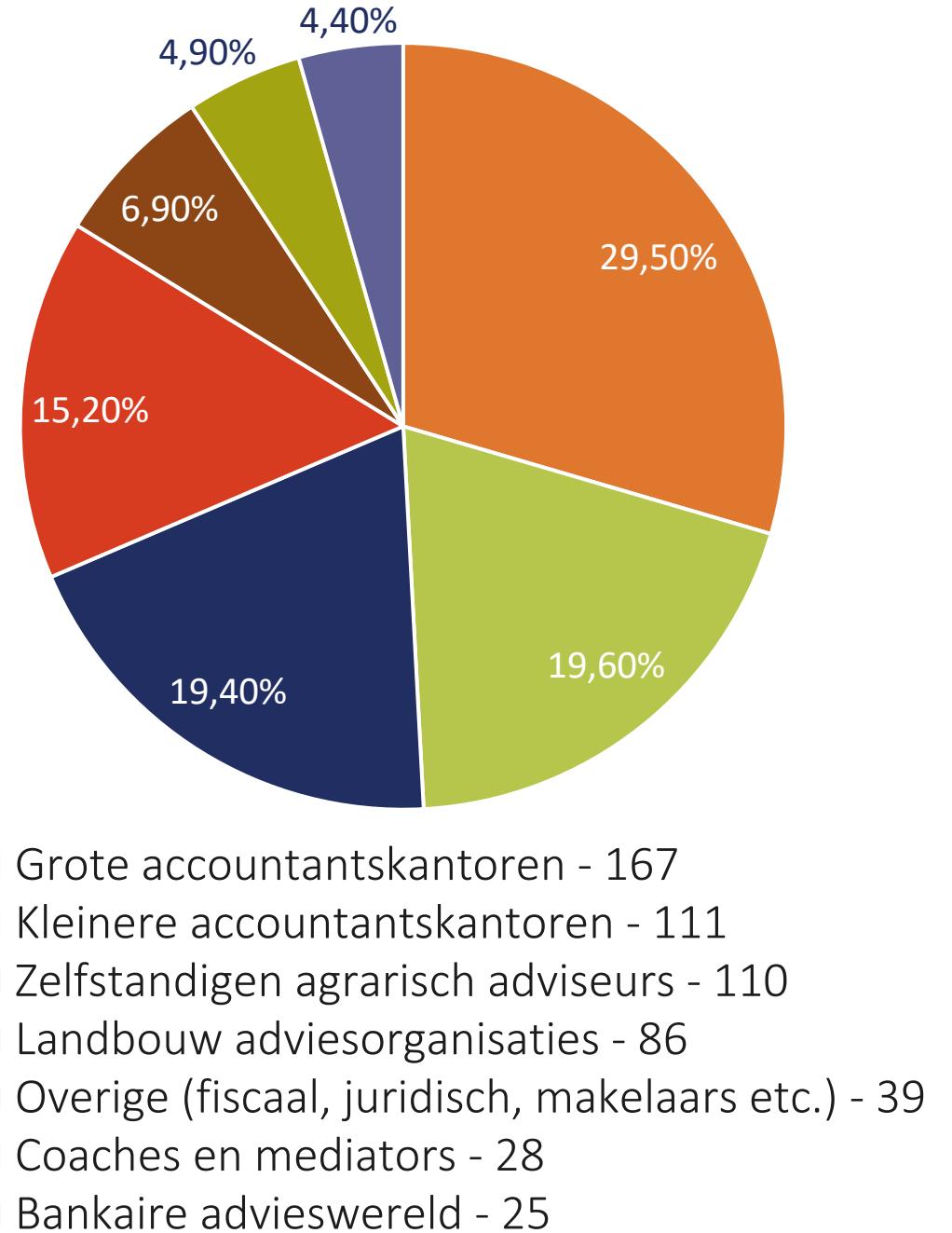
- stimulating excellence
- assuring quality
- awareness on independence and integrity.

BAS = Business Advisory System
as a part of Dutch AKIS



Network

for all agricultural business advisors
specialists and generalists
together stronger for agricultural sector

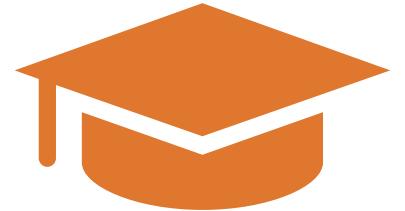


VAB knowledge and skills

- stimulating excellence
- innovative consulting
- complex environment
- generalists and specialists



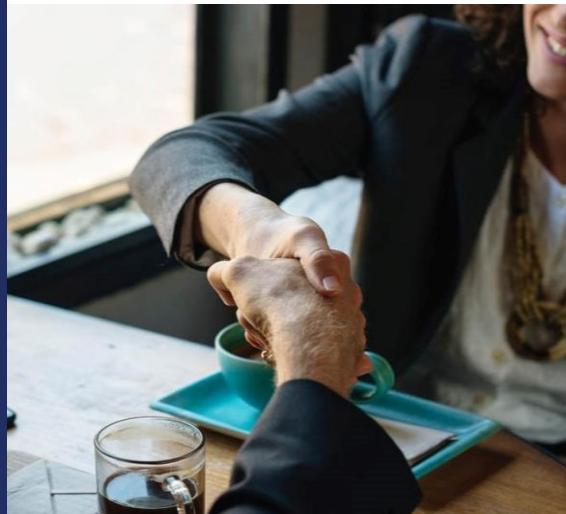
incl. organisation own activities
for and by members



EVENT:
NATURE INCLUSIVE
AGRICULTURE



TRAINING:
THE ADVISOR IN
THE MIDDLE



MASTERCLASS:
CARBON FARMING
& AGRO FORESTRY



STUDY MEETING:
NEWS IN AGRI-TAX



quality

- four year ambition plan
- personal development
- advisory skills
- shared experience



life long learning (PE)

- independence
- exam general knowledge and skills set
- exam specialist knowledge



life long learning (PE)

aka EU BAS-register

Accreditation in PE on knowledge and skills plus...

quality

A Circular agriculture

- A1 Nitrogen emission and re-use nutrients
- A2 Healthy soil, water and cultivation systems
- A3 Resilient cultivation systems and crop protection
- A4 Circulair use of crops, raw materials and
new plant-based proteins



- A5 Nature-inclusive farming

- A6 Precision farming

E Sustainable entrepreneurship

- E1 Personal development of entrepreneur and company
- E2 Horizontal cooperation
- E3 Change and company take over
- E4 Earning capacity





education accreditation

	<p>15 accr.</p> <p>6 per certified BAS expertise field</p> <p>3 on advisory skills</p>	<p>15 accr.</p> <p>6 on personal development or on advisory skills</p>
8	5	5
8	20	20

Advisors need PE points
(Permanent Education)

All education services in agricultural advisory can accredit PE on activities for Life Long Learning to farm advisors through VAB “OA board”.

Assembly Dutch CAP network also brings accredited PE-points towards advisors!

Activiting advisors

Restoring the connection between **research** (scientific and theory) and **advisory world** (market and practise)

Providing a systemic approach on sharing and application of research results.



Strengthening motivation

Strengthening motivation

- participating in project: knowledge to Permanent Education (LLL)
- VAB as a bridge between project management to and from advisors
- selective approach when needed.





Creating level playing field

Overall stakeholder awareness

Closing the gap by equal funding

Political will to turn the tide



Proudly say
Thank you



More info www.netwerkplatteland.nl

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